

Chapter 15

- *Closing the Sale*

- Obtaining a positive agreement from the customer to BUY!



Buying Signals

- The things a customer does to indicate readiness to buy
 - Facial expressions
 - Body Language
 - Trying on Clothes
 - Holding merchandise

TRIAL Close

- Initial effort to CLOSE THE SALE
 - Even if close doesn't work, you will learn from attempt
 - If it does work, your goal of closing is accomplished



Excellent position to
continue with the
Sales Process

Rules for Closing the Sale

- Be enthusiastic
- Sincere and Confident
- Want to help solve customers problems
- Enjoy their job
- Watch for early buying signals – ABC
- Constantly practice closing techniques

Help to make Decisions

- A salesperson can help a customer make their decision by
 - Stop showing additional merchandise
 - Creates confusion
 - Narrow selection
 - Explain advantages or disadvantages of item being considered

WHICH Close

- Review benefits of each item and ask.....
- “Which one do you prefer?”



Standing-Room-Only “SRO”

- When a product is in short supply or when price will be going up
- “I’m sorry, but I can’t promise that I can make this same offer tomorrow”



DIRECT Close

- When buying signals are very strong
 - “Can I assume that we’re ready to discuss the details of your order.”
 - *Just ask ‘em!*
 - “Would you like to pay with a credit card or cash?”



SERVICE Close

- Explain services that overcome obstacles

- Gift wrapping
- Return policy
- Warranties
- Guarantees
- Terms of the Sale



Suggestion Selling

Selling additional goods or services

- Benefits of Suggestion Selling
- Sales person:
 - Customer will want to do business with you again
 - Business:
 - Additional profits



Larger Quantities—Buy two get one free

Related Merchandise—Complements product

Special Sales---New merchandise

Relationship Marketing

- After Sale Activities to develop customer relationships
 - Nurture customer relationship
 - Loyalty and Trust
 - Keep customers informed about sales and news
 - Competition



Key Terms

- Paraphrase:
 - Reword the meaning of a statement
- Layman's Terms:
 - Language most people can understand
- Perseverance:
 - To view a failure as a challenge, not defeat

